

APPROVED

COMMUNITY SERVICES BOARD MEETING February 8, 2010 – 7:00 P.M.

CITY COMMISSION CHAMBERS – 1ST FLOOR
100 N. ANDREWS AVENUE

	<u>Present</u>	<u>Absent</u>	<u>Board Members</u> <u>Cumulative</u> <u>From 10/09</u>	
			<u>(P)</u>	<u>(A)</u>
Erika Baer		A	3	2
Michael Kimmey	P		4	1
Avery Dial	P		5	0
Margaret Birch	P		5	0
P.J. Espinal	P		4	1
Christopher Priester		A	3	2
James Currier		A	4	1
Nadia Locke	P		5	0
Donald Karney	P		5	0
Helen Hinton		A	2	3
Wendy Gonsher	P		4	1
Jeannine Richards	P		4	0
David Tilbury	P		2	0
Richard Whipple	P		1	0

Staff Present:

Angelia Basto, Administrative Support
Susan Batchelder, Assistant Manager of Housing & Community Development
Jeri Pryor, Administrator for HOPWA/HPRP/ESG Grants
Stephen Scott, Director of Economic Development
Karen Reese, Representative of the Economic Development Department

Margaret A. Muhl, Recording Secretary

As of February 8, 2010, there are 13 appointed members to the Board, which means 7 members would constitute a quorum.

Call to Order

Chair Avery Dial called the meeting to order at approximately 7:01 p.m., and all stood for the Pledge of Allegiance led by Richard Whipple.

Roll call was taken. A quorum was present this evening.

Staff members present this evening were introduced by Ms. Batchelder.

Board and Staff Introductions

Richard Whipple stated he retired from the City of Hollywood where he worked with CDBG, HOME, and SHIP grants, along with working with other housing and neighborhood services. He advised that he was also a member of the Florida Neighborhoods Conference State Planning Committee and was elected as their first President. He also serves on the National Neighborhoods USA Board of Directors, and presently is their Program Development Chair. He looks forward to working on this Board.

Mr. Kimmey arrived at approximately 7:07 p.m.

Approval of Minutes – January 11, 2010

The minutes of the January 11, 2010 meeting were approved as presented.

Communications to City Commission

The Board had nothing they wished to convey to the City Commission at this time.

Cultural Arts and Tourism Report

Karen Reese introduced Jody Horne Leshinsky who is the Community Development Director for the Broward County Cultural Division. She advised that staff met with Mary Beck, Cultural Division Director of Broward County, and Ms. Leshinsky regarding ideas as to how other municipalities were contributing to the Cultural Division.

Ms. Leshinsky proceeded to give a brief summary of her background. She explained there is a difference between the Council and the Division. Information was provided to the Board. She stated she worked in the Division that is part of the County. She stated further that she was going to explain the workings of the Council that consisted of 21 members.

Ms. Leshinsky proceeded to give a power point presentation.

Ms. Leshinsky explained she would be discussing the Council, Creative Economy, Cultural & Heritage Tourism, and the Municipal Arts Advisory Board.

Cultural Arts covers all arts-related matters. The mission statement for the Cultural Arts Council is to enhance the community's cultural environment through the development of the Arts. The Council was developed in 1980 by the Broward County Commission. All 21 members are appointed by a County Commissioner. It is the central coordinating agency for the arts, and it acts as a liaison between government agencies and the private sector, including cultural organizations and artists. The Council serves as an advisory board. At the beginning of each year, they adopt goals from their 2010 Community Cultural Plan. Typically, five to seven goals were chosen for the upcoming year.

Ms. Leshinsky stated that a study was done in 2007 entitled the Economic Arts & Prosperities III which showed there were 20,000 art-related jobs in the County. She explained that a "creative economy" consists of eccentric businesses, including museums, theaters, symphonies, film, architecture, graphic arts, advertising, photography, and other visual arts. The national trend for 2007-2008 showed a positive change of 10% for art-related businesses. She proceeded to show a chart showing Florida ranking #4 for artists in the Country.

Ms. Leshinsky explained that Municipal Arts Advisory Boards did cultural assessments, planning, provided services to arts and cultural organizations and artists, promoted such types of activities, collaborated and encouraged businesses to work with these groups, and developed other projects and initiatives for the City. By having such boards in the City, creates a closer connection with the artists and art-type organizations in the community.

Ms. Leshinsky provided action steps to the Board which included:

- The creation of an arts and cultural board.
- Promotion of the Arts.
- Recommend a Public Arts Ordinance.
- Creation of an exhibition in the City.
- Installation of a cultural heritage landmark.

Ms. Leshinsky advised there were 120 cultural heritage sites identified within Broward County.

Ms. Leshinsky proceeded listing the action steps as follows:

- Identification of a liaison to the Broward Council.
- Application for funding up to \$250,000. (NEA Funding).
- Creation of a City Cultural Plan.
- Street level performances.
- Creation of an Arts Award.
- Monthly Newsletters

Ms. Leshinsky stated the Municipal Arts Advisory Board has existed for approximately eight years and meets once or twice a year. This provides cities the opportunity to collaborate on events, and they rotate hosting such meetings.

The Cultural Executive Committee consists of representatives from the cities and executive directors of not-for-profit cultural organizations in the County. Some artists also serve on the Committee. The next meeting is scheduled for February 17, 2010 at 1:30 p.m. at Art Serve.

There is a large amount of public art in the County. She proceeded to show some pieces located within the City of Fort Lauderdale.

Ms. Leshinsky stated that municipalities could create a public art ordinance. She explained that 1% of private development could be earmarked for public art. She provided some examples of cities that adopted such an ordinance, and how those

funds had been used. She proceeded to explain grants that were available, and what cities had received funding. She explained forms of marketing that could be done to promote such activities. She stated that a magazine is produced on-line entitled *Cultural Quarterly*. There is a column in the magazine entitled "City Corner."

Ms. Leshinsky advised they were presently working on their 2020 Cultural Arts Plan. She provided a list of recommendations from the 2010 plan that had been adopted, such as Arts Parks.

Ms. Leshinsky provided a list of resources for the Board. A copy of her power point would be given to staff.

Ms. Birch asked if there is a cost associated with listing an event on the calendar. Ms. Leshinsky stated that artscalendar.com was free of charge.

Chair Avery Dial asked for further clarification of a cultural assessment. Ms. Leshinsky explained it was taking a snapshot of things that were available. It was a research tool. She provided information as to what could be obtained from various web sites.

Ms. Locke asked about the charge for an arts consultant to develop a plan, and did it mainly consist of a cultural assessment. Ms. Leshinsky stated the plan cost \$250,000, and they pulled funds from three budget years out of various funds. Ms. Locke stated there does not appear to be a cohesive plan to move forward for this Board. She asked if there were plans available on a smaller scale. She suggested that a local consultant could be used.

Ms. Gonsher asked why the City had not received such grants in the past. Ms. Leshinsky stated there had not been a City liaison in the past. Ms. Gonsher asked who represented the municipalities on such boards. Ms. Leshinsky stated that representatives were city staff and members of advisory boards.

Ms. Espinal stated she would like to have things made more affordable to individuals such as street-level artists. Ms. Leshinsky stated there were various promoters, and Art Serve had monthly exhibits. She suggested that other locations be researched for exhibitions. She added that municipalities needed to better promote the arts available in their cities.

Ms. Leshinsky stated that artist, Jackie Battenfield, would present "Creating Your Own Success, An Investment For Artists" on February 20, 2010.

Ms. Reese stated one of the things the Board could do to begin their cultural work was for this Board to appoint individuals to attend the quarterly Cultural Executive Committee meetings. This would provide them the opportunity to hear what is going on in other municipalities. The next meeting would be on February 17, 2010 at 1:30 p.m. at Art Serve.

Chair Avery Dial asked for volunteers to attend the meeting. Ms. Espinal volunteered, along with Ms. Richards. Information could then be brought forward to this Board. The Board agreed unanimously.

Discussion – CDBG Presentation to City Commission

A video was shown regarding the Board's comments presented to the City Commission regarding a policy for awarding CDBG grant funds for public service programs.

Chair Avery Dial stated that it appeared the Commission did not understand this Board's recommendation. He stated suggestions were made by the Commission that mirrored what this Board had recommended regarding a scoring enhancement for first year participants. He feels there should be further explanation provided to the City Commission. He further stated that it appears the Commission had a philosophical difference with this Board regarding Option #3.

Ms. Batchelder stated that Mr. Brown requested this matter be placed on the Commission's Agenda for February 16, 2010. He would make further clarifications such as reference to first time applicants. It had been assumed they were talking about start-up organizations, which was not the case. Staff and the Board were referring to first-time applicants to the program, or individuals who had not applied for a year or more and were returning applicants. Although Commissioner Rogers touched on the ranking system, further clarification needs to be provided.

Ms. Batchelder further stated that Mr. Brown would further clarify the categories. She believed the Commission missed the boat in that regard. The categories were based on applications received over the years. The "other" category was also being provided so other programs could be listed. She stated that they needed to present to the Commission their rationale for the limitation of three years, since they were on a different philosophical plan than what this Board had discussed. Recently, staff went to a HUD training where they were told by the Director that if organizations were funded year after year, the City was being taken advantage of. Their idea of sustainability missed what this Board was trying to accomplish.

Ms. Batchelder advised that even though the Commission Conference Meeting begins at 1:30 p.m., items were not sometimes addressed until during the evening hours.

Ms. Birch asked if Jonathan Brown would further clarify these issues to the Commission. She asked if he was going to mention HUD's recommendation regarding limiting the number of years an organization could apply for such funding. Ms. Batchelder confirmed that Mr. Brown would make a presentation to the Commission addressing these issues. Ms. Birch asked if a written copy of Mr. Brown's report would be provided to the Commission. Ms. Batchelder stated it was her understanding that an oral presentation would be made. Ms. Birch stated she felt a written report should also be provided to the Commission.

Ms. Espinal suggested the report highlight HUD's philosophy regarding sustainability. She stated this Board wanted to reflect HUD's standards regarding sustainability.

Ms. Gonsler stated the Commission needs to review applications and the scoring process to help them understand the concept regarding a cutoff benchmark, and that funds were to be awarded to quality programs. She felt Option #3, which provided a cutoff of three years, needed to be further discussed with the Auditor. It appears he

would be suggesting a concept of reduced revenues for non-profits. This leads everyone to wanting to eliminate services. She feels a conversation should be held regarding efficient fund raising for the larger organizations who have such capabilities.

Ms. Birch stated it was more important that they emphasize the fact that this is a HUD recommendation.

Mr. Whipple suggested that when staff monitors agencies that have applied for years that a percentage be applied for funding so that after the third year, they would be influenced to seek sustainability.

Mr. Kimmey suggested that a Board member attend the Commission meeting when this issue is to be addressed. Chair Avery Dial stated he would check his calendar regarding availability.

Mr. Whipple suggested that staff needs to educate the elected officials regarding the matter.

Ms. Birch asked why the Director of Planning & Zoning had made the Community Services presentation.

Mr. Whipple stated this matter was under the direction of Planning & Zoning when he worked at the City of Hollywood before they became an independent segment.

Ms. Batchelder would check the Commission's agenda to ensure the item was scheduled and report back to the Board.

Ms. Gonsher stated they were appointed by a District Commissioner, and asked if they could contact that individual regarding the Board's rationale on this issue. Ms. Batchelder stated that an individual Board Member could contact their Commissioner regarding their personal opinion, but they could not represent the Board.

Ms. Birch stated that an individual could request their District Commissioner to move an agenda item closer to the beginning of the meeting.

Ms. Gonsher stated that if the Commission understood the Board's rationale regarding this matter before the meeting, she felt the discussion could be held quicker.

Other Business

Ms. Batchelder informed the Board that Mr. Goetz resigned from this Board because he felt they were accomplishing what he wanted them to do, and that his services were no longer needed.

Ms. Batchelder also advised that Emmett Kater was appointed to another Board.

Ms. Batchelder reported that regarding member Marjorie Davis, her name need not be called during roll call unless specifically requested by a Commissioner or Board Member.

Ms. Batchelder stated that every year an Action Plan is done which is where they reach out into the community for input. The annual action plan meeting is scheduled for February 18, 2010. Normally, meetings are scheduled both in the morning and in the evening. The meetings are mandatory for recipients to help provide further information to them. All grants would be discussed. This plan is one-fifth of what they call a five-year consolidated plan that is submitted to HUD explaining how the City would spend the grant monies. The Board would receive a questionnaire regarding the programs. A planning meeting will be held after the annual action plan.

Ms. Batchelder stated she wanted the Board to consider the following:

- What are their perceived barriers regarding affordable housing for the City of Fort Lauderdale?
- What are the public housing needs for the City of Fort Lauderdale?

Ms. Birch stated that further clarification needs to be provided regarding affordable housing versus workforce housing. Ms. Batchelder stated that she would provide a definition. She stated that workforce housing has a higher level of income that makes them ineligible for grant programs. She explained that workforce housing addresses the essential services people.

Ms. Locke asked for further clarification of the question regarding affordable housing. Ms. Batchelder explained they wanted to know about the barriers faced to develop more affordable housing within the City.

Good of the Order

Chair Avery Dial adjourned the meeting. The Board unanimously agreed.

There being no other business to come before this Board, the meeting was adjourned at approximately 8:28 p.m.

Respectfully submitted,

Margaret A. Muhl,
Recording Secretary



Arts and Tourism Advisory Board

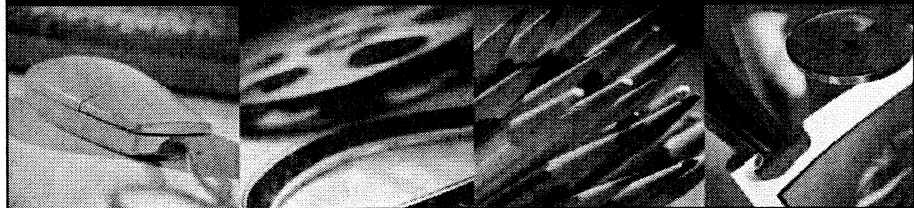
Presented to
City of Fort Lauderdale

Broward Cultural Division

Jody Horne-Leshinsky
Community Development Director

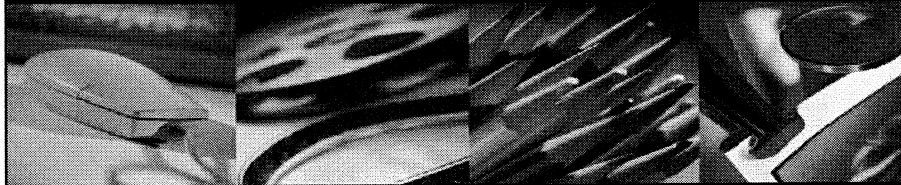
Discussion Topics

- Broward Cultural Council
- Creative Economy
- Cultural & Heritage Tourism
- Municipal Arts Advisory Board



“Cultural Arts”...

...Any and all cultural disciplines, which include, but are not limited: music; dance; drama; theater programs; creative writing; literature; architecture; painting; sculpture; folk arts; photography; crafts; public media; history; archaeology; natural sciences museums; and the execution and exhibition of other such allied major cultural forms.

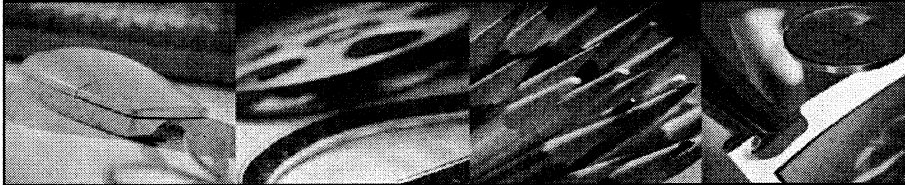


Broward Cultural Council

Broward Cultural Council

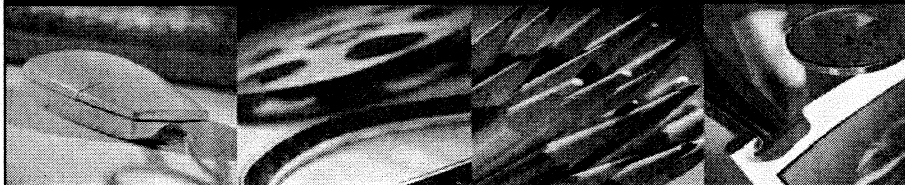
Mission Statement

Enhancing the community's cultural environment
through the development of the arts.



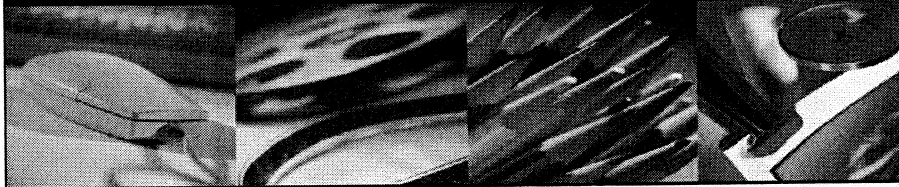
Broward Cultural Council

- Established in 1980 by the Broward County Commission
- Central coordinating agency for the arts, serving as liaison between cultural organizations, government agencies and the private sector.



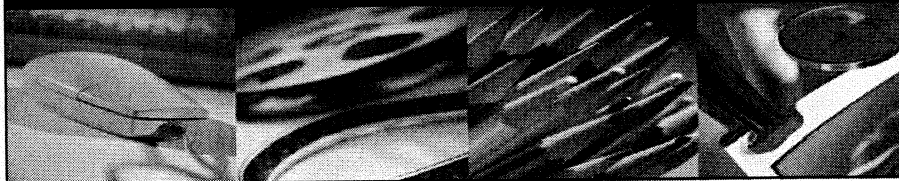
Responsibilities

- The 21-member Council recommends programs and the distribution of government and private resources for the visual arts, performing arts, literary arts, museums and festivals.



Responsibilities

- Each January the Broward Cultural Division adopts a list of goals following a December public workshop. The goals are from the 2010 Community Cultural Plan — the council's ten-year plan. Sub-Committees of the Council are formed to establish objectives, strategies and budgets to meet the goals.





Creative Economy

*All great cities of commerce are
also great cities of culture --
there are no exceptions.*

-- Rosa Sugranes

nationwide study

“Arts and Economic Prosperity III” (2007)

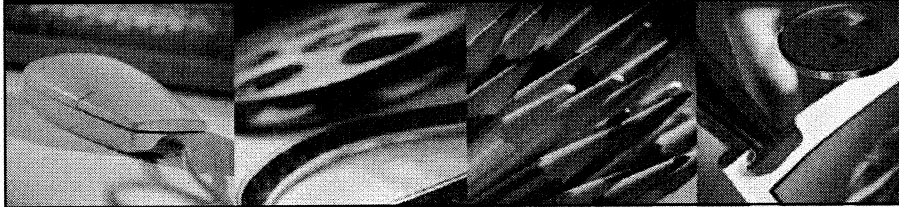
Broward County's nonprofit sector generated
\$153.95 million in local economic activity

- Supports 20,918 arts-related jobs
- Generates \$84.56 million - local resident household income
- Delivers \$14.64 million - local and state government revenue

Creative Economy

arts-centric businesses:
the fastest growing segment of the nation's economy

- Museums, symphonies, theaters
- Film, architecture, advertising
- Photography, visual arts



Creative Industries National Trend

	2007	2008	Change
Arts Businesses	546,558	612,095	+12%
Total U.S. Businesses	12,944,618	14,324,023	+10.6%
Arts Jobs	2,670,553	2,980,869	+12%
Total U.S. Jobs	132,435,829	135,607,385	+2.4%



NATIONAL
ENDOWMENT
FOR THE ARTS

A great nation
deserves great art.

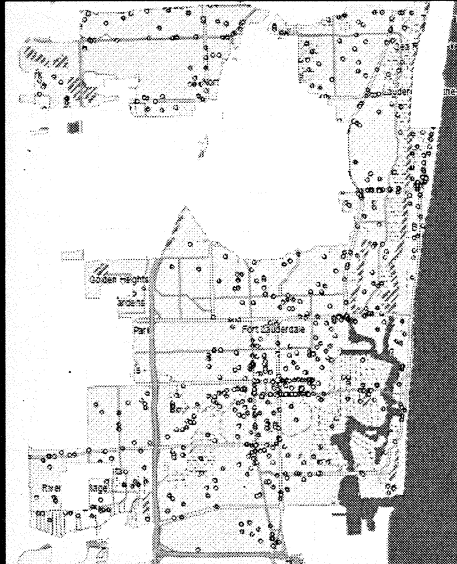
**Artists in the
Workforce,
1990 – 2005,
NEA Report**

**Top 15 states by number of artists, American
Community Survey, 2003-2005**

State	Number of artists
California	352,424
New York	212,025
Texas	120,916
Florida	116,937
Illinois	79,932
New Jersey	65,037
Pennsylvania	64,924
Michigan	60,052
Ohio	60,032
Massachusetts	54,852
Georgia	53,737
Virginia	48,310
Washington	45,157
North Carolina	42,400
Minnesota	39,631

**Creative Industries
Fort Lauderdale**

819 Arts-Related Businesses in Fort Lauderdale Employ 4,068 People



Arts-Related Business
 ● Museum/Collections
 ● Performing Arts
 ● Visual/Photography
 ● Film, Radio, TV
 ● Design/Publishing
 ● Schools/Services

www.AmericansForTheArts.org

Fort Lauderdale Trends

2008

Arts-Related Businesses and Employment

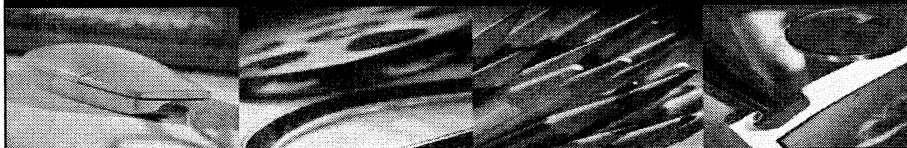
Arts Related Businesses and Employment	Businesses	Employees
Museums and Collections	15	178
Performing Arts	103	829
Visual Arts/Photography	225	781
Film, Radio and TV	100	519
Design and Publishing	367	1,731
Arts Schools and Services	9	30
GRAND TOTAL	819	4,068



Municipal Arts Advisory Board

Municipal Arts Advisory Board

- Cultural assessments and planning
- Services to arts and cultural organizations
- Promotion of arts and cultural events
- Collaborations that benefit communities
- Programs, projects, or initiatives in arts education, art in public places, marketing and community outreach

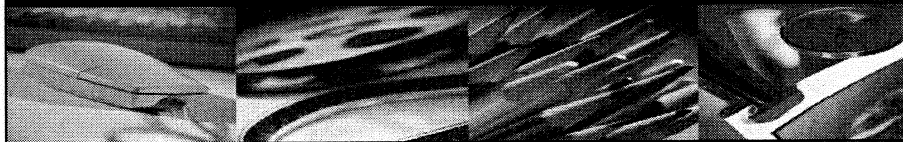




Why A City Advisory Board?

Why a City Advisory Board?

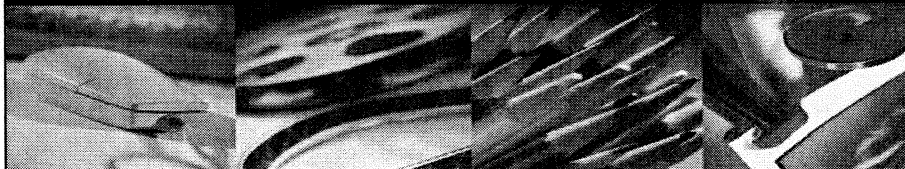
- Art-centered volunteer board members have the pulse of the community
- Board members can connect artists and arts organizations to public and private funding opportunities.





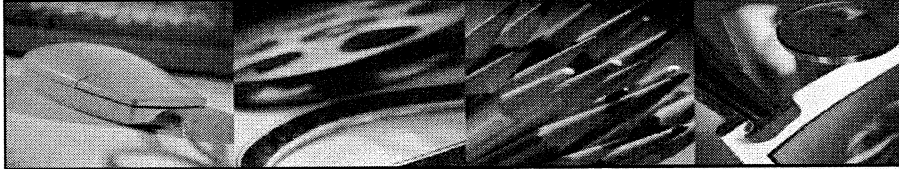
Possible Action Steps

- Establish a volunteer advisory board for arts and culture
- Use City marketing tools to promote the arts
- Consider a public art ordinance
- Create an exhibit space for artists in your City Hall
- Install a Cultural Heritage Landmark
- Identify staff member that can act as a cultural liaison with the Broward Cultural Council



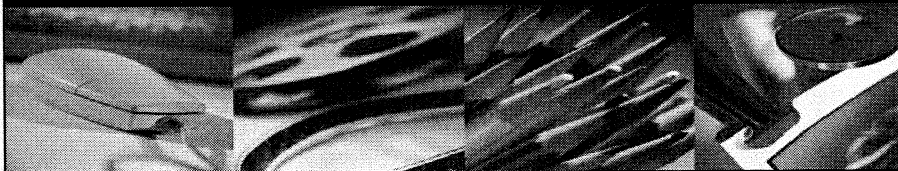
Possible Action Steps

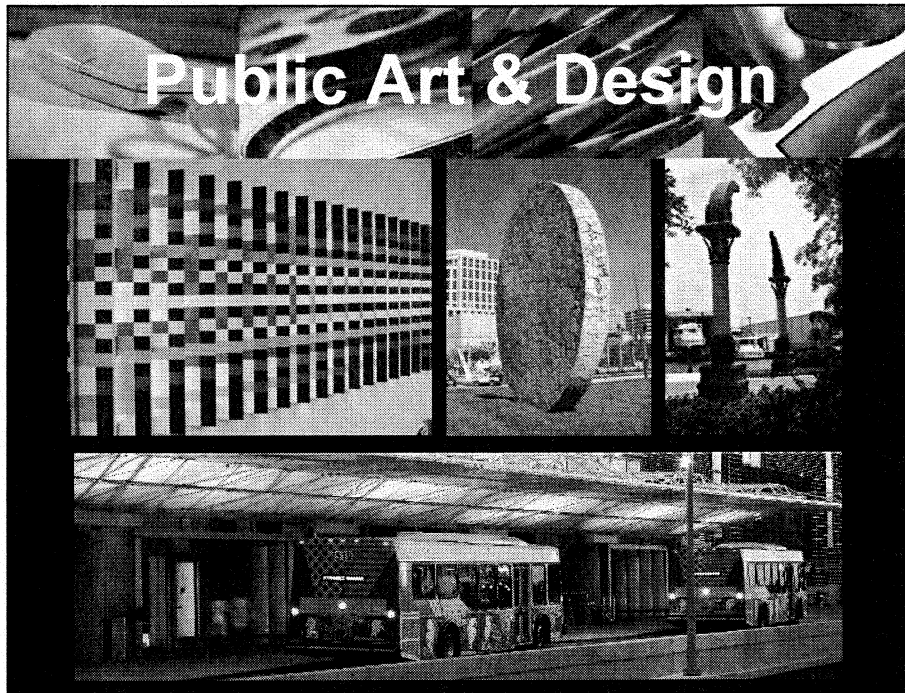
- Apply for NEA funding up to \$250,000, city of Fort Lauderdale is eligible because of participation in the Mayor's Institute for Design
- Apply for other NEA funding (i.e. fast track grants up to \$10,000)
- Create a City of Fort Lauderdale Cultural Plan
- Provide alternative spaces for artists to exhibit



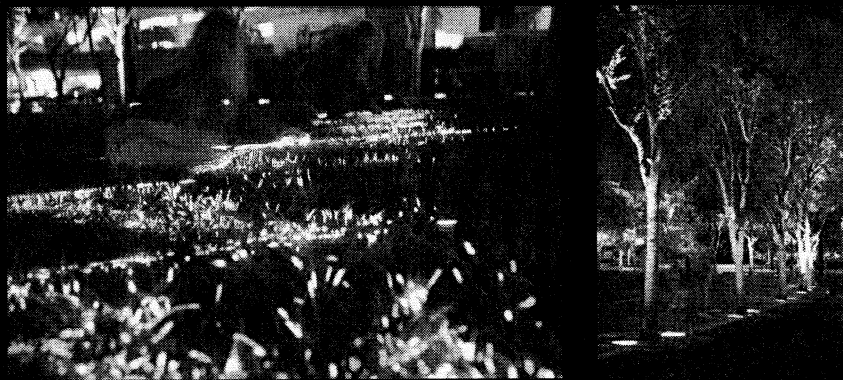
Possible Action Steps

- Review ordinances and policies that could encourage more arts-related events, street-level performances and/or exhibitions
- Give arts awards from the City
- Weekly or monthly emails from the mayor highlighting arts events





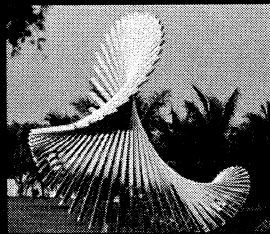
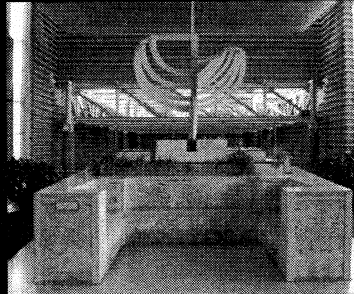
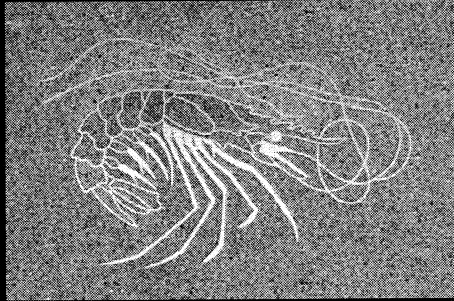
Public Art & Design



Broward Light Project
Dan Corson
Huizenga Plaza

Public Art & Design

Fort Lauderdale-Hollywood International Airport



Public Art & Design

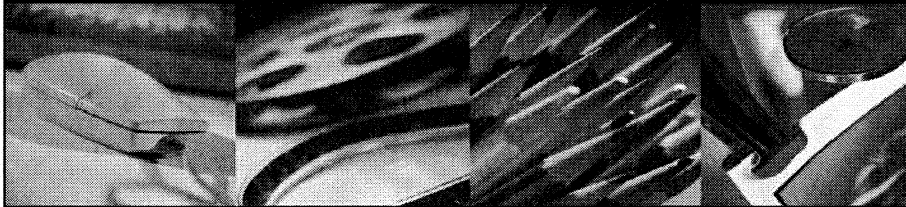
Cultural Heritage Landmarks



Public Art & Design

Municipalities: 1% of private development

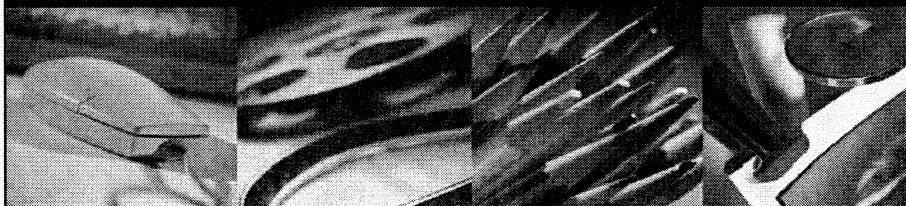
- Coral Springs
- Lauderhill
- Sunrise
- Tamarac
- Coconut Creek



Public Art & Design

ACTIVITIES

- Public Art
- Public Exhibit or Performance Space
- Cultural Programs and Events

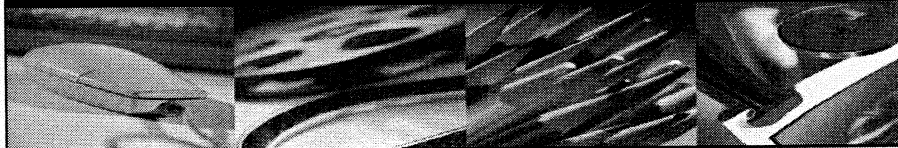




Broward County Grants

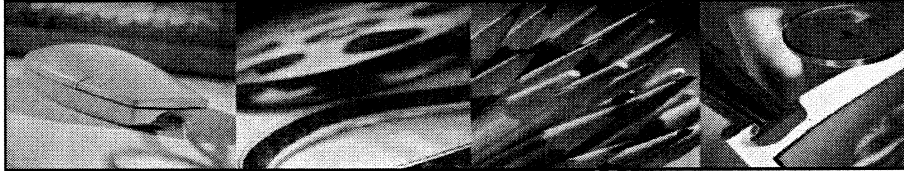
Broward County Grants

- Design Arts
 - Up to \$15,000
- Education and Community Development
 - \$3,100 – 30,000
- Cultural Tourism
 - \$10,000 – 65,000



Municipalities Receiving Broward County Cultural Grants

- Hallandale
- Hollywood
- Lauderdale Lakes
- Oakland Park
- Pembroke Pines
- Southwest Ranches

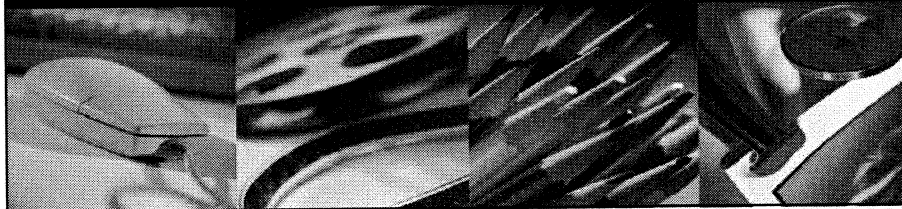


Marketing

All Arts . . .
All the Time!
www.broward.org/arts

Marketing Opportunities for Municipalities

- City Water Bills
- City Newsletters
- City Websites
- City-sponsored Events



Other Marketing Opportunities for City Cultural Events

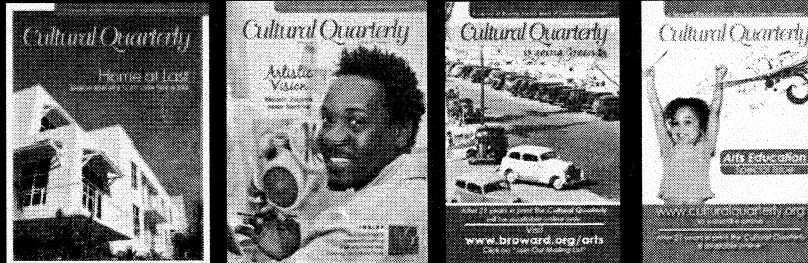


- A new initiative of ArtServe
- South Florida's guide to arts and culture.
- Just one click to list/post events online.



Other Marketing Opportunities for City Cultural Events

Broward Cultural Division's
Cultural Quarterly online magazine

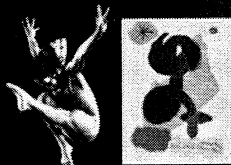


www.culturalquarterly.org

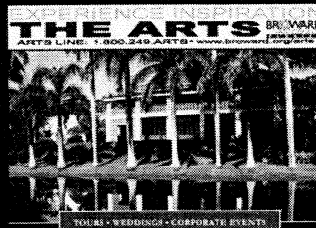
Other Marketing Opportunities for City Cultural Events

Broward Cultural Division's
Cooperative Marketing Program

**cutting-edge
culture**
dance performances and visual art exhibitions
call for information



Art and Culture Center of Hollywood
gallery: 1600 Harrison St. 954-921-3074
stage: 1770 Monroe St. 954-924-8175
www.artandculturecenter.org



*Bonnet House
Museum & Gardens*

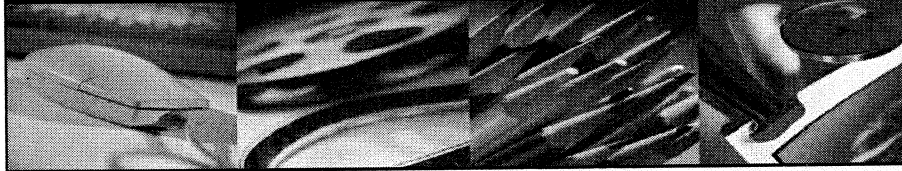
909 N. Birch Road, Fort Lauderdale

Tel: 954-363-5393 or visit www.bonnethouse.org

BUY ONE ADMISSION AT FULL PRICE AND GET ONE FREE
(With this ad. Offer not valid with other discounts.)

Municipalities Receiving Funding from the Cooperative Marketing Program

- Deerfield Beach
- Hallandale
- Hollywood
- Oakland Park
- Pompano Beach
- Sunrise



Other Marketing Opportunities for City Cultural Events

Broward Cultural Division's

- Monthly Hospitality Fax
- Bi-Monthly E-News
- Weekly Homeowner's E-mail

Broward County Cultural Division E-News
...experience the arts

January 20, 2010
In this issue: Lee Wagner Art Gallery, Art World, Artist Workshop, 15th Arts Walk, Artists as Entrepreneurs Art Show

Newsletter Archive

PHOTOGRAPHER JEREMIAH JENNER FEATURED AT LEE WAGENER ART GALLERY

The Broward County Cultural Division's Public Art and Design Program recently opened *Masterworks*, an exhibition by photographer Jeremiah Jenner, at the Fort Lauderdale-Hollywood International Airport. The exhibition, in the Lee Wagener Art Gallery located at Terminal 2, Departure Level, will run for four months.

Jeremiah Jenner's signature style is defined by crisp colors, bold shapes and sophisticated composition. His sleek and minimalist limited editions have endeared the media as well as the serious art collector. National collectors include industry giants such as the Holiday Inn Corporation, Anheuser-Busch and the Smithsonian American Art Museum. *Starbucks* on Lincoln Road personally selected him to exhibit during the prestigious Art Basel Miami Beach. The *Masterworks* Series offers a unique overview of Jenner's post contemporary photographic works from 2005 through 2009.

The Lee Wagener Art Gallery offers Broward County artists an opportunity to exhibit their work in a prominent, high-traffic area in Terminal 2 that is accessible to the general public. Artists are selected through the Public Art & Design Program and exhibits are changed every four months. The far end of the gallery has been reserved for the exhibition of video artworks from Broward County's permanent art collection. At present, *Tree-Kain*, by Broward-based artists Suzanne Scherer and Pavel Ouporov, has been installed as the permanent video artwork.

For more information, contact [Christina Roldan](mailto:Christina.Roldan@broward.net), Public Art and Design project manager at 954-357-8542.



2020 Cultural Plan

Building The Cultural Muscle Of Broward County



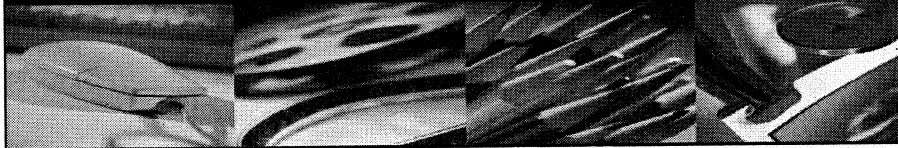
Community Cultural Plan 2020
Broward Cultural Affairs
Ray Consulting Group

- RLI for an arts consultant
- Ten-year county cultural plan
- Cities participated in the research phase

A row of four small black and white images showing hands holding documents and a pen, similar to the top slide.

Recommendations from 2010 Cultural Plan

- Develop 'ArtsParks' and related facilities throughout the County parks system.
- Expand opportunities for local artists and develop artists' live/work districts.
- Create a continuum of arts education activities for all ages.
- Develop culture programs in neighborhoods.



Recommendations from 2010 Cultural Plan

- Designate Riverwalk as a regional arts and entertainment district.
- Identify the County's historic sites through a series of cultural markers.
- Expand management assistance and leadership development opportunities for arts and culture organizations.





Sailboat Bend Artist Lofts



- Artspace Projects, Inc. is a not-for-profit real estate developer
- 37 Units of Live / Work Lofts for Artists
- Re-use of the historic West Side Grade School for the Broward County Historical Commission
- Part of larger development by Lennar Homes



Artspace Sailboat Bend Lofts

Unit Statistics

■ 1 BR (16):	1,000 sq ft	\$575 - \$700
■ 2 BR (18):	1,300 sq ft	\$680 - \$875
■ 3 BR (3):	1,600 sq ft	\$785 - \$1,100

■ All rents are estimates. Rents are affordable at 50% and 60% median income.

■ Utilities are tenant-paid



Sailboat Bend Artist Lofts



Broward Cultural Council is seeking other city partnerships for affordable artist housing

Funding from the Arts License Plate supports the Sailboat Bend Artist Lofts



RESOURCES

- ❑ www.broward.org/arts
- ❑ www.artscalendar.com
- ❑ <http://www.florida-arts.org/>
- ❑ www.AmericansForTheArts.org

